

TOWN OF HOLLISTON  
ZONING BOARD OF APPEALS  
TOWN HALL

HOLLISTON, MASSACHUSETTS 01746

**APPLICATION FOR GRANT OF A SPECIAL PERMIT**

Date Filed: April 2, 2024

Subject Address: Farmers Market

Applicant's Name: Madison Colantonio

Applicant's Phone Number: (508) 282-6368

Owner's Name: Madison Colantonio

Owner's Address: 24 Water Street Holliston, MA 01746

The Owner hereby appoints Madison Colantonio to act as his/her/its agent for the purposes of submitting and processing this application for a special permit.

Applicant's Signature: 

Owner's Signature: 

Registry of Deeds Recording Information: Book 1509 Page 131 L.C. Y/N?

Assessors Map \_\_\_\_\_ Block 8F Lot 4-10

1.4 acreage

**Zoning Information (To be completed by Inspector of Buildings):**

Zoning District: IND

Building Commissioner's Comments:

Both D9 + D16 require special permit.

Building Commissioner's Signature: \_\_\_\_\_

[Signature] 4/9/24

**Section of Zoning Bylaw that permits this use by grant of Special Permit:**

**D9 and D16**

**Nature and subject matter of Special Permit:**

**Farmers  
Market  
Tuesdays  
4-8pm June  
- October**

**The Applicant presents the following evidence that supports the grant of the special Permit:**

a. **The use is in harmony with the general purpose and intent of the bylaw because:**

**The purpose of the farmers market is to encourage community engagement with the town of Holliston. It will also provide a space for residents and non-residents to purchase fresh produce, homemade products as well as listen to live music.**

b. **The general or specific provisions of a grant of a special permit, as set forth in the zoning bylaw are satisfied because:**

**Satisfied by purchasing of goods and food in an outdoor setting. Live music outside as well.**

**Will the proposed use include the storage or process of any hazardous substances?**  
Yes \_\_\_\_\_ (Please attach additional information.) No \_\_\_\_\_

## Financial Projections & Funding

Based on the proposed list of vendors (and assuming we can secure 22 vendors), we expect to make about \$550 per week. Vendor revenue in its first season is expected to be around \$11,000 whereas expenses in that same period are \$17,100.95. This puts the HFM in a particularly tricky situation. Although the overall goal for the HFM is not to make money, to be able to have a market in the future, the HFM will rely on any profit made in the 2024 season for expenses in the following years. The most apparent solution is to cut back on expenses by offering less amenities, facilities, and services. But in doing so, the HFM may not be able to differentiate itself from other farmers markets and as a result may lose some of its following. The HFM needs a steady flow of customers for it to be worth it for vendors. Without a large following, vendors may withdraw due to lack of sales.

The HFM needs support from the town and its local businesses, committees, and boards. We are requesting \$30,000 in funding to help subsidize its expenses. The HFM will draw a large crowd and will bring money to the economy through increased foot traffic, purchases from vendors, and ancillary spending at local establishments such as restaurants, shops, and other businesses. By subsidizing some of the expenses for vendors, such as booth fees or marketing costs, the market will decrease barriers to entry for local producers and artisans. This support will enable small businesses and newcomers to participate in the market. Additionally, with the ability to subsidize expenses, the HFM will be able to accommodate more vendors, offering a wider variety of products and enhancing the overall experience for attendees.

## Risk Analysis and Mitigation Strategies

1. **Traffic Congestion:**
  - **Risk:** High traffic volume during market hours could result in congestion in the surrounding area (Washington Street, Central Street, Norfolk Street, Woodland Street) making it difficult for vendors and visitors to access the market. The Dance Studio usually has classes in the evening as well which would also limit parking.
  - **Mitigation:** Coordinate with local authorities to implement traffic management measures, such as allowing street parking and implementing signage. Encourage alternative transportation options, such as public transit, walking, or biking, to reduce reliance on personal vehicles.

2. **Parking Limitations:**



- **Risk:** Insufficient parking spaces near the market venue could discourage visitors from attending.
  - **Mitigation:** Provide clear directions to nearby parking facilities and designated parking areas through signage and digital maps. Promote carpooling, walking the rail trail, biking and shuttle services to alleviate parking demand and encourage sustainable transportation.
3. Sustainability, Trash, and Litter:
- **Risk:** Improper disposal of trash and litter during the market could lead to unsightly conditions and environmental concerns.
  - **Mitigation:** Implement a comprehensive waste management plan, including sufficient trash bins and recycling stations throughout the market area. Ultimately vendors are responsible for properly handling and disposing of any trash generated from their stalls. Vendors are expected to separate their waste into appropriate categories such as recyclables, compostables, and general trash.
4. Weather Conditions (Rain):
- **Risk:** Inclement weather, such as rain, could dampen attendance and affect vendors' sales.
  - **Mitigation:** Monitor weather forecasts closely and communicate updates to vendors and attendees in advance. The show must go on except for torrential downpours and lightning and thunder. In the event that it rains 11/13 weekends like the summer of 2023, we may need to create a contingency plan for rescheduling the market if necessary or changing the location.
5. ADA Compliance:
- **Risk:** Lack of ADA (Americans with Disabilities Act) compliance may exclude individuals with disabilities from accessing and enjoying the market, leading to potential legal liabilities and reputational damage.
  - **Mitigation:** Install ADA-compliant ramps at entrances/exits and throughout the market area to facilitate wheelchair access and accommodate individuals with mobility impairments. Ensure pathways are wide enough to accommodate wheelchairs and strollers, with smooth surfaces to prevent tripping hazards. Collaborate with local authorities and organizations to provide accessible transportation options for attendees with disabilities. Specifically, construct an ADA-compliant ramp from the rail trail to the market area to enhance accessibility for individuals arriving via alternative transportation methods. Ramp approved on March 22, 2024 by the Trails Committee.

6. Bathroom Facilities and Hand Washing:
- **Risk:** Inadequate bathroom facilities and hand washing stations may compromise hygiene standards and increase the risk of the spread of foodborne germs and illnesses among attendees and vendors.
  - **Mitigation:** Rent portable restroom facilities (port-a-potties) and portable hand washing stations in addition to existing facilities. Place hand washing stations near restroom facilities and throughout the market area for convenient access. Provide soap, water, and hand sanitizer at each hand washing station. Display signage encouraging regular hand washing, especially before handling food. Ensure that facilities are regularly stocked, cleaned, and maintained throughout the duration of the market.

## Regulatory Compliance

Town of Holliston:	Commonwealth:
<p><b>Melanie Hamblen</b> Economic Development Coordinator <a href="mailto:hamblenm@holliston.k12.ma.us">hamblenm@holliston.k12.ma.us</a> 508-454-0467</p> <p><b>Scott Moles</b> Board of Health Director/Agent <a href="mailto:moless@holliston.k12.ma.us">moless@holliston.k12.ma.us</a> 508-429-0605</p> <p><b>Mark Kaferlein</b> Building Inspector, Historical Commission <a href="mailto:KaferleinM@holliston.k12.ma.us">KaferleinM@holliston.k12.ma.us</a> 508-429-0606</p> <p><b>Karen Sherman</b> EDC Committee, ZBA, Planning Board <a href="mailto:shermank@holliston.k12.ma.us">shermank@holliston.k12.ma.us</a> 508-429-0635</p>	<p><b>Mary Jordan</b> Director, Agricultural Markets <a href="mailto:Mary.Jordan@mass.gov">Mary.Jordan@mass.gov</a> 617-459-8746</p> <p><b>David Webber</b> Farmers' Market Program Coordinator, Agricultural Markets <a href="mailto:David.Webber@mass.gov">David.Webber@mass.gov</a> 857-348-3689</p>

**Requirements:**

1. **Licensing and Permits:**
  - a. Food handling permits,
  - b. Health Department Approvals
  - c. Zoning permits
2. **Health and Safety Regulations:**
  - a. Food safety standards
  - b. Sanitation practices
  - c. Workplace safety protocols.
3. **Environmental Regulations:**
  - a. Waste disposal
  - b. Recycling practices
  - c. Sustainability initiatives
4. **Labor Laws:**
  - a. Minimum wage requirements
  - b. Employee rights
5. **Tax Obligations:**
  - a. Sales tax
  - b. Income tax
6. **Insurance Requirements:**
  - a. Liability insurance
  - b. Property insurance
  - c. Workers' compensation insurance
7. **Government Regulations:**
  - a. Food labeling requirements
  - b. Agricultural regulations
  - c. Local ordinances governing farmers markets.

**Sustainability Practices**

1. **Consideration of environmentally friendly practices.**
  - No disposable plastic bags will be available at the market
    - Reusable bags will be available for purchase with various logos:
      - Holliston 300th logo
      - Holliston Farmers Market logo (being designed)
      - WSK logo
      - Various landmarks from around town (balancing rock, the arch bridge, etc)

- Vendors will charge a bag fee for customers who didn't bring their own bags
2. Waste management and recycling plans.
- Vendors are responsible for any and all waste that their booth may create.

## snaCommunity Engagement

- Plans for engaging with the local community.
- Partnerships with local businesses and organizations.

## Timeline for Launch (3-4 Months Before Launch)

### Month 1

- Market Concept and Planning:
  - Define the vision, mission, and goals of the HFM
  - Develop a preliminary business plan, including budget projections and financial planning
- Regulatory Compliance:
  - Research and understand local regulations
  - Begin the process of obtaining necessary permits for the market
- Vendor Recruitment:
  - Develop a preliminary list of potential vendors
  - Draft a marketing strategy for vendor recruitment
- Venue Selection:
  - Research potential venues and secure a suitable location
  - Finalize agreements with property owners or local authorities
- Vendor Recruitment and Selection:



- Launch the vendor recruitment campaign, including online applications
- Begin outreach to local farmers, artisans, and businesses
- Review and start selecting vendors based on initial applications
  
- Website Development:
  - Create a page on the WSK website with essential information about the market, vendor applications, and event details (Exhibit 5)
  - Set up social media profiles for initial outreach
  
- Band Recruitment and Selection:
  - Begin outreach to local bands, musicians, and singers
  - Review and start selecting acts based on a vetting process (listening)
  
- Sponsorships and Partnerships:
  - Initiate discussions with potential sponsors and partners

## Month 2

- Operational Planning:
  - Develop a basic operational plan for day-to-day activities during the market
  - Identify key logistical elements such as vendor placement and waste management

## Month 3

- Vendor “Training” and Orientation:
  - Conduct orientation sessions for selected vendors
  - Provide guidelines, rules, and answer any questions vendors may have
  
- Marketing and Promotion:
  - Implement the marketing strategy to build anticipation and attract visitors
  - Develop and distribute promotional materials, both digital and physical

## Month 4: Launch

- Final Logistics Check:
  - Conduct a final walkthrough of the venue to ensure all logistical elements are in place.

- Confirm vendor attendance and address any last-minute concerns
- Pre-Market Promotion:
  - Ramp up promotional efforts through social media, local news outlets, and community boards
  - Consider hosting a pre-market event or preview to generate excitement
    - This could be local bands (or other musicians), local theater troupes, drum troupes, etc (Exhibit 7)
- Market Day Operations:
  - Execute the operational plan for day-to-day activities during the market
  - Monitor and address any issues that arise, ensuring a smooth and enjoyable experience for vendors and visitors

## Appendix

### Exhibits

#### Exhibit 1: Farmers Market near Holliston

Town:	Day:	Time:		Address:	Distance to Holliston:
Ashland	Saturday	9:00 AM	1:00 PM	125 Front St, Ashland, MA 01721, USA	13 minutes
Framingham	Thursday	3:00 PM	7:00 PM	2 Oak St, Framingham, MA 01701, USA	22 minutes
Franklin	Friday	7:00 PM	11:00 PM	200 Main St, Franklin, MA 02038, USA	16 minutes
Hopkinton	Sunday	6:00 PM	10:00 PM	11 Ash St, Hopkinton, MA 01748, USA	13 minutes
Medfield	Sunday	9:00 AM	1:00 PM	29 North St, Medfield, MA 02052, USA	14 minutes
Natick	Saturday	1:00 PM	5:00 PM	13 Common St, Natick, MA 01760, USA	15 minutes
Norfolk	Wednesday	7:00 PM	11:00 PM	2 Liberty Ln, Norfolk, MA 02056, USA	18 minutes
Walpole	Saturday	1:00 PM	5:00 PM	MA-27 & East St, Walpole, MA 02081, USA	22 minutes
Westborough	Thursday	7:00 PM	11:00 PM	79CQ+8J, Westborough, MA 01581, USA	26 minutes
Westwood	Wednesday	6:00 PM	10:00 PM	845 High St, Westwood, MA 02090, USA	23 minutes

**Exhibit 2: Market Offerings**

<b>Farmers:</b>	<b>Food Producers:</b>	<b>Prepared Foods:</b>	<b>Artisans &amp; Craftspeople:</b>	<b>Experiences:</b>	<b>Community Organizers:</b>
Meats	Cheese	Breads	Jewelry	Horses	Rail Trail Committee
Fish	Honey	Cookies	Photography	Petting Zoo	Holliston EDC
Dairy	Soap	Noodles	Art		Colantonio Inc.
Fruit	Lavender	Ice Cream	Art 1		
Vegetables	Beer Tastings	Prepared Food 1	Art 2		
Flowers	Wine Tastings	Prepared Food 2	Records		
		Prepared Food 3	Clothing		

**Exhibit 3: Proposed Layout**

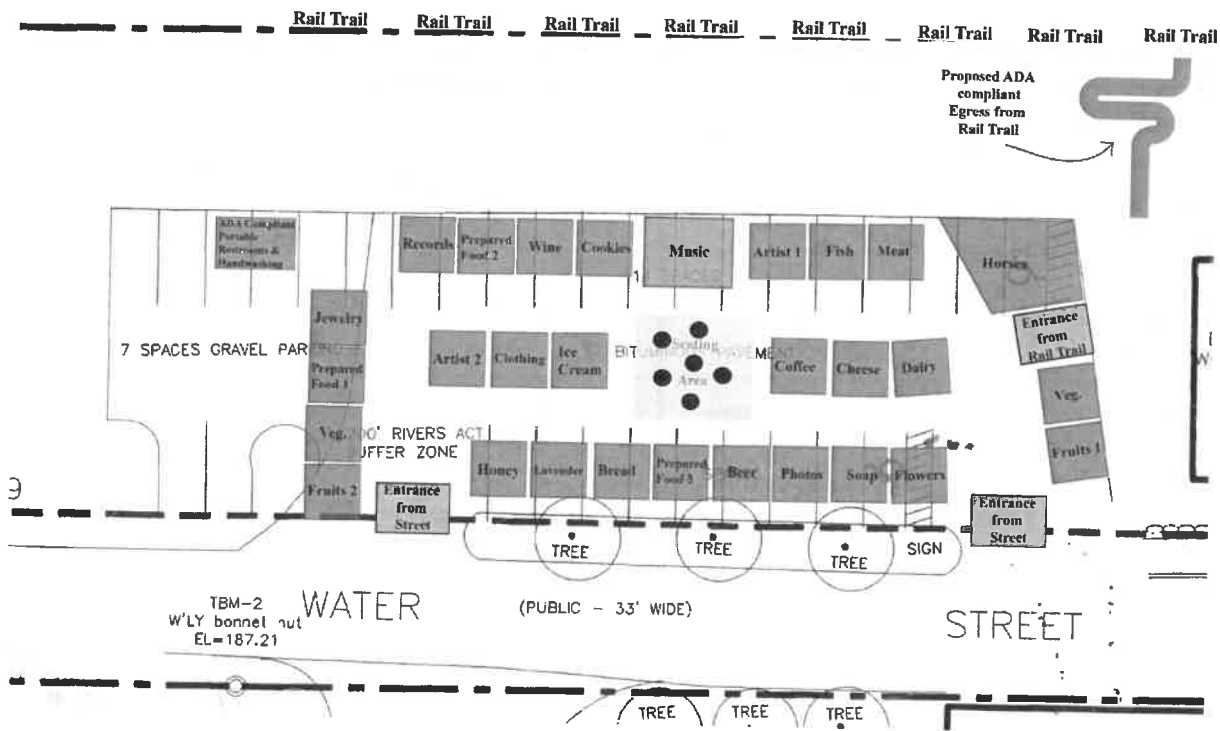


Exhibit 4: Portable Restroom Quotes

Rail Trail

Rail Trail

Rail Trail

Rail Trail

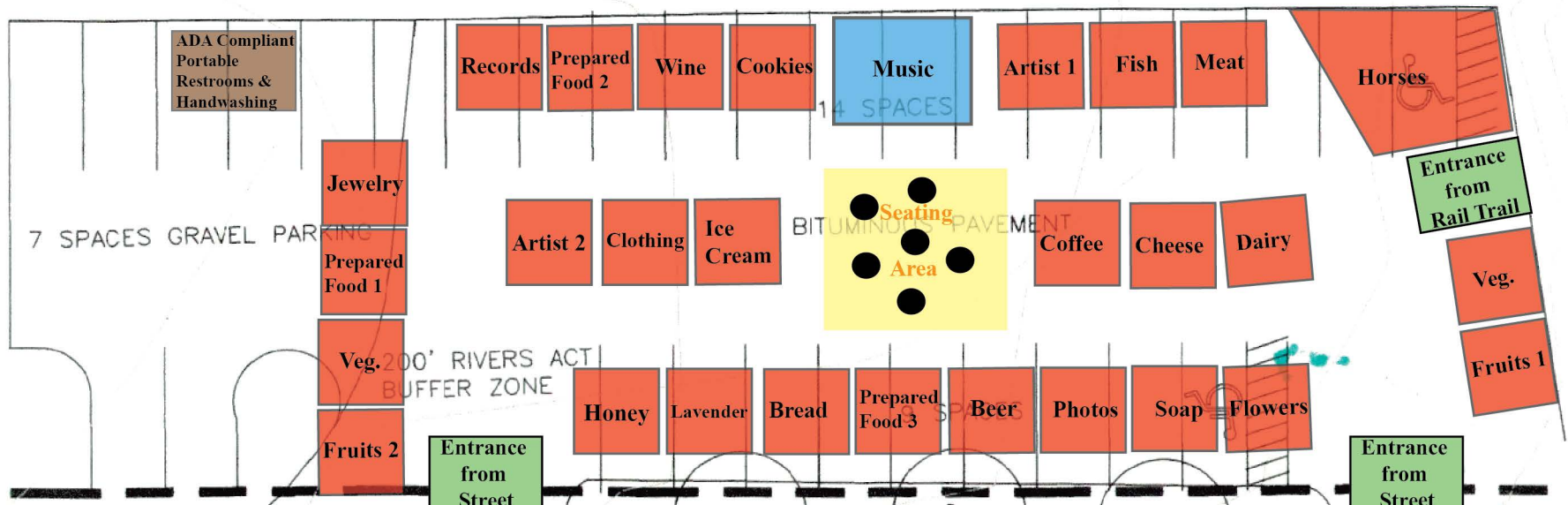
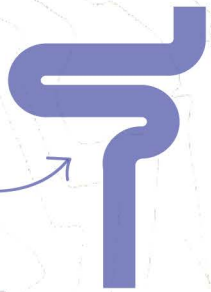
Rail Trail

Rail Trail

Rail Trail

Rail Trail

Proposed ADA  
compliant  
Egress from  
Rail Trail



ADA Compliant  
Portable  
Restrooms &  
Handwashing

Records

Prepared  
Food 2

Wine

Cookies

Music  
14 SPACES

Artist 1

Fish

Meat

Horses

Entrance  
from  
Rail Trail

7 SPACES GRAVEL PARKING

Jewelry

Prepared  
Food 1

Veg.

Fruits 2

Entrance  
from  
Street

Artist 2

Clothing

Ice  
Cream

BITUMINOUS PAVEMENT  
Seating  
Area

Coffee

Cheese

Dairy

Veg.

Fruits 1

200' RIVERS ACT  
BUFFER ZONE

Honey

Lavender

Bread

Prepared  
Food 3

Beer

Photos

Soap

Flowers

Entrance  
from  
Street

TREE

TREE

TREE

SIGN

TBM-2  
W'LY bonnet nut  
EL=187.21

WATER

(PUBLIC - 33' WIDE)

STREET

TREE

TREE

TREE

LIMIT OF